

a memory that is designed or configured to store gaming software that allows the master gaming controller to request one or more different portions of the preference account information from the remote server,

wherein the preference account information includes one or more items selected from the group consisting of loyalty point account information, loyalty point account settings, promotional opportunities, preferred games, preferred game features for said preferred games, preferred gaming machine settings, preferred bonus games, preferred service options and preferred progressive games; and

a user interface configured to display preferences, to receive preference selections, and to display information regarding one or more preferences in a group of available preferences, wherein the information regarding the one or more preferences allows one to compare the available preferences.

30. (Amended) In a gaming machine, a method of customizing a game play according to one or more player preferences, the method comprising:

selecting a preference account;
receiving preference account information;
reconfiguring the gaming machine using said preference account information;
displaying information regarding one or more preferences in a group of available preferences, wherein the information regarding the one or more preferences allows one to compare the available preferences; and

executing a game play on the reconfigured gaming machine;
wherein the preference account information includes one or more items selected from the group consisting of loyalty point account information, loyalty point account settings,

promotional opportunities, preferred games, preferred game features for said preferred games, preferred gaming machine settings, preferred bonus games and preferred progressive games.

55. (Amended) A method of creating or modifying a player preference account for a gaming machine, the method comprising:

identifying a player desiring to create or modify said player preference account from a computing device used by said player;

presenting an user interface on said computing device comprising a plurality of preference account options, wherein said user interface is configured to display preferences, to receive preference selections, and to display information regarding one or more preferences in a group of available preferences, wherein the information regarding the one or more preferences allows one to compare the available preferences;

receiving user inputs specifying one or more of said player preference account options; and

creating or modifying the player preference account based on the received user inputs.